

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

McDougal's Orchards

Maine Manufacturing Extension Partnership

McDougals Orchards Adds New Product Line, Creates New Jobs

Client Profile:

McDougals Orchards has been in the same family for over 200 years. This agricultural concern produces many varieties of apples, and manufactures ciders and other value-added items for Maine's winter tourists. Located in Springvale, Maine, the company currently employs less than 20 people.

Situation:

Like many agricultural businesses, McDougals faces the pressures of increased property taxes and encroaching development. To raise revenues and increase its profit margin, the company decided to expand its value-added products line to include production of fresh apple slices. These slices are much higher margin than the raw apples themselves. When the Maine Manufacturing Extension Partnership (Maine MEP), a NIST MEP network affiliate, heard about McDougals Orchard's new venture, it stepped in with an offer of development assistance.

Solution:

Maine MEP helped McDougals Orchards layout its manufacturing plant to guarantee efficiency and safety on the new line. Maine MEP also designed and oversaw fabrication of several sections of the manufacturing line, and helped negotiate new equipment purchases. Maine MEP is also assisting by locating additional funding for this product from state and federal development resources.

McDougals Orchards recently introduced the new product line to the market. Based on its success thus-far, the company expects to add several more full-time positions to the line to accommodate future growth. McDougals Orchards plans to continue its work with Maine MEP to further enhance its product lines.

Results:

Introduced new value-added product line to the market.

Invested over \$50,000 in enhancements and equipment to date.

Hired one employee with the anticipation of hiring several more next year.

Testimonial:

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